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Philip Kotler is known around the world as the "father of modern marketing." For over 50 years he has taught at the Kellogg School of Management at Northwestern University. Kotler's book Marketing Management is the most widely used textbook in marketing around the world. This is his story - How a Ph.D. economist from M.I.T. became the world's leading marketing authority.

Biography — Philip Kotler

Philip Kotler is the "father of modern marketing." He is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University. He was voted the first Leader in Marketing Thought by the American Marketing Association and named The Founder of Modern Marketing Management in the Handbook of Management Thinking.

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